

"ADDING A PRODUCT TO A SERVICE BASED COMPANY"



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2015

ACKNOWLEDGEMENTS

We would first and foremost like to give all praise to almighty Allah, the most beneficial, gracious and merciful who enabled us to perceive higher ideas of life and helped us throughout our lives especially in writing this report. All blessings to His favorite Prophet Muhammad (Peace be Upon Him) who is the greatest personality of this universe. After God we owe our heartiest gratitude to our parents and family whose prayers encouraged us to complete this task. We would like to thank our dear friend and confidante Mohsin Khan for arranging our visit to and kick starting our project with BrighterLite. We would like to express our appreciation to Mr. Muhammad Omar, CCO of BrighterLite, Sana Zafar and Malik Ayaz Awan for arranging our regular meetings. We would like to take a moment to deeply thank our supervisor Sir Salman Ali Khan for assisting us in the various milestones of our project and in stimulating suggestions. Deep gratitude to all the people who took out the time provide us with data which enabled us to write this report.

ABSTRACT

This project aims to assess the market demand for and viability of producing and selling solar powered power banks for smartphones in Islamabad. Since such a product has not yet been observed in the Islamabad marketplace, this idea has been taken up in collaboration with the company BrighterLite, which is a Norwegian based solar company providing solar solution services in rural areas of Pakistan. As the advent of smartphones has increased dependability on technology and the constant need to be in touch with it, the complimentary need to have our gadgets fully charged and on hand has become a grave necessity as well. A gap has been identified in the market where there is an increased need to keep smartphones charged and the lack of electricity sources or availability every 24/7 to charge them. This is where the idea to produce solar power banks came to mind; as even the conventional power banks need an electricity source to charge themselves.

Using quantitative research such as questionnaires and some random ad hoc interviews here and there data was gathered from university students and young, active working individuals aged approximately between 16-60 years.

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